

Advertising History Basics

History · Answer Key · 20 Questions

1. What was the first type of printed advertisement, often used in ancient times to announce public events?

- A) Digital banners
- B) Handwritten papyrus posters**
- C) Television commercials
- D) Radio jingles

2. In the 1400s, what invention allowed advertisers to print many copies of an advertisement for the first time?

- A) The printing press**
- B) The typewriter
- C) The camera
- D) The telegraph

3. Before radio and TV, how did shopkeepers often attract customers to their stores?

- A) Pop-up ads
- B) Social media
- C) Painted signs on buildings**
- D) Email newsletters

4. What century saw the rise of modern advertising agencies that helped businesses create ads?

- A) 16th century
- B) 19th century**
- C) 5th century
- D) 21st century

5. Which invention in the early 20th century allowed advertisers to reach families in their own homes through sound?

- A) The cinema
- B) The radio**
- C) The smartphone
- D) The internet

6. What do we call a short, catchy song used in advertising to help people remember a product?

- A) A jingle**
- B) A speech
- C) A poem
- D) A news report

7. Television advertising became very popular starting in which decade?

- A) 1850s
- B) 1900s
- C) 1950s**
- D) 2020s

8. What early form of advertising used wood blocks to stamp ink onto paper?

- A) Block printing**
- B) 3D printing
- C) Laser engraving
- D) Pixel art

9. What is the purpose of a brand logo in advertising?

- A) To be a secret code
- B) To help customers identify a company**
- C) To replace the product
- D) To hide the price

10. Before printed newspapers, how did town criers advertise products?

- A) They used loudspeakers
- B) They shouted announcements in the street**
- C) They sent text messages
- D) They recorded videos

11. What kind of advertisement is placed on the side of a road to be seen by people in cars?

- A) A billboard**
- B) A pamphlet
- C) A radio ad
- D) A sticker

12. What did early American newspapers use to display advertisements for goods like tea or fabric?

- A) Animated GIFs
- B) Classified sections**
- C) Mobile apps
- D) Pop-up windows

13. Which of these is a common strategy used in advertising to grab a person's attention?

- A) Using bright colours and pictures**
- B) Keeping the ad invisible
- C) Only using the colour grey
- D) Making the text very small

14. What do we call an advertisement that is printed on a piece of paper and handed out to people?

- A) A flyer**
- B) A website
- C) A radio signal
- D) A billboard

15. What major change occurred in advertising in the 1990s?

- A) The birth of internet advertising**
- B) The invention of the printing press
- C) The start of radio ads
- D) The first billboard was built

16. What was the main reason for the growth of advertising in the 1800s?

- A) The invention of the internet
- B) The expansion of railroads and mass manufacturing**
- C) The end of paper
- D) The invention of the smartphone

17. What device allows advertisers to show moving advertisements in public places today?

- A) Digital screens**
- B) Clay tablets
- C) Wooden frames
- D) Stone carvings

18. Why do companies use mascots in their advertisements?

- A) To make the brand more memorable**
- B) To keep the store closed
- C) To charge more money
- D) To prevent people from buying the product

19. What is the main goal of a commercial advertisement?

- A) To entertain without purpose
- B) To tell a historical story only
- C) To encourage people to consider a product or service**
- D) To teach math

20. Where were advertisements found in the earliest versions of magazines?

- A) On the cover
- B) In the back pages**
- C) In invisible ink
- D) On digital pop-ups